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## Effective Promotion of Event Management. Case of Uzbekistan

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### ABSTRACT

The paper aims to investigate the status and progress of tourist holiday events while using the example of Uzbekistan tourism industry with special reference to country's tourism infrastructure sectors. Unique cultural, historical, archeological, and natural attractions of Central Asian touristic destination while illustrating important interest and potential for tourists from all over the world not only to historical sightseeing places but also in their identical holidays, Navruz is considered as a major festival in this case. This article makes an overview of the status of tourism industry with the aim of finding out the strategy for developing a program that enhances the strengths that these countries have in the international arena. The results serve to point out key trends and gaps in which to focus future research on this topic and they might be useful in formulating public policies and strategies for tourism industry development.

**Keywords:** Tourism development, Central Asia, Silk Road tourism, Tourism destination, Navruz

### 1. INTRODUCTION

As a leading sector of the world economy today, tourism has a significant contribution to the socio-economic development of individual countries and regions. In 2015, the share of this sector accounted for 9.8% of world GDP, 6% of the world exports of goods and services, 30% of the world exports of services, 9.5% of total employment, as well as the eleventh every

new job created in the world the tourism sector (Alegre & Garau, 2010; Yearbook of Tourism Statistics, 2014).

Our country has consistently held system works to ensure the dynamic development of tourism as one of the most important directions of deepening structural transformation and diversification of the economy, increasing employment, income and quality of life. To date, the tourism sector employs more than 200 thousand people, the share of this sector in the gross domestic product more than 2 percent. However, tourism in Uzbekistan has not yet reached the level of development adequate to their abilities. One unique natural resources, rich historical and cultural heritage cannot be the sole and sufficient condition for the development of tourism in the country (Akhoondnejad, 2016).

In today's global economy, the state of tourism has been developing in many ways, in addition it is directly dependent on the expansion of the most competitive tourist consolidations, based on the use of not only cultural, historical and natural resources, but also the appropriate infrastructure, professional training, development of scientific-research institutes and modern information technologies.

World experience shows that the positive trends in the development of tourism industry in a particular area are primarily achieved by the joint efforts of government, business and science. In addition, the trends and patterns of development of the regional tourism market depends on the material, technical, ethnographical, natural-geographic, socio-economic characteristics of the territory, an adequate geographical scale of this market. This leads to the need for detailed scientific studies of the structural features and trends of development of regional tourism market, creating a framework for improving the cooperation mechanism in this market and the development of the concept of its development in the innovation economy.

Uzbekistan is a country with the potential for an expanded tourism industry. Many of its Central Asian cities were main points of trade on the Silk Road, linking Eastern and Western civilizations. Today the museums of Uzbekistan store over two million artifacts, evidence of the unique historical, cultural and spiritual life of the Central Asian peoples that have lived in the region. Uzbekistan attracts tourists with its historical, archeological, architectural and natural treasures (Binkhorst & Den Dekker, 2009).

Cultural Tourism is the only major product Uzbekistan is providing to visitors since its independence. Samarkand, Bukhara and Khiva are hot spots of tourism.

Tourist activities in Uzbekistan range from outdoor activities, such as rock-climbing, to exploration of its rich archeological and religious history. Uzbekistan is located on the Great Silk Road and many neighboring countries (including Kazakhstan, Kyrgyz Republic, Tajikistan and Turkmenistan) promote their countries based on their location along the Great Silk Road.

The World Tourism Organization's Silk Road Office was opened in 2004 in Samarkand. This office was commissioned to coordinate the efforts of international organizations and national tourism offices of countries located on the Silk Road (Binkhorst & Den Dekker, 2009).

According to the Statistical Internet Survey, carried out in May 7-August 27, 2008, the largest proportion of those surveyed (39%) visit the country because of their interest in the architectural and historical sites of Uzbekistan. The next-largest group (24%) visit Uzbekistan to observe its culture, way of life and customs. (Yearbook of Tourism Statistics, 2014)

## **2. THEORETICAL RESEARCH**

Over the decades, tourism has experienced, continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses growing several new destinations. Tourism has become one of the major players in international commerce. On this way, it represents at the same time one of the main income sources for many developing countries. Moreover, the contribution of tourism to economic well-being relies on the quality and the revenues of the tourism offer ("UNWTO Annual Report 2013", 2014). According to the World Travel and Tourism Council, the total contribution of Travel & Tourism to GDP (Gross Domestic Product) was \$6,630.4 billion (9.3% of GDP) in 2012, and is forecast to rise by 4.4% in 2023. Furthermore, in 2012, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 8.7% of total global employment and this is expected to rise by 2.4% to 337,819,000 jobs in 2023 (Yearbook of Tourism Statistics, 2014).

Over the past several decades, international tourism has been steadily increasing, as well as the importance of the tourism industry for the economy of many countries. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries (Xu, 2013).

Since the break-up of the Soviet Union in 1991, the former Soviet Asian States (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan) present important opportunities to become a major tourist destination in the way of unique cultural, historical, archeological, and natural attractions. After becoming independent, the policy and model of tourism development in these countries was mainly based on improving tourism infrastructure (Coulibaly et al., 2012).

Well-located World Heritage sites of Central Asian States, amusing history of medieval scientists, and undiscovered nature of people make attractive for visitors from all over the world. A vital factor in the history of the southern part of the region was its location astride the most direct trade route between China and Europe, the so-called Silk Route which began to be developed in the Roman times (Kemal Kantarci, Muzaffer Uysal, & Vincent P. Magnini, 2014).

## **3. BACKGROUND OF THEORY**

### **3. 1. The Republic of Uzbekistan and its potential attractiveness**

Since its independence, Uzbekistan has begun to structure and organize its tourism industry. As a result of organizational and structural changes implemented, a new system of state regulation and control was established, preconditions for infrastructure development were created and mechanism of preservation and restoration of cultural and historical attractions were ensured. It is noticeable that, the new institutions and relations at the world tourism market were established almost from scratch (Akhoondnejad, 2016; Getz & Page, 2016; Masterman, 2014).

During these years of independence, the government has done a great job on the revival of the unique heritage of local people, has created the conditions for the development of traditional arts and folk and has restored monuments of history and culture. Thanks to these measures, every year, the tourism potential in the country and requirements for development of tourism and its infrastructure has improved radically and positively.

Globally, tourism, as one of the highlands dynamically developing area of the world economy, plays an important role in strengthening the economic, cultural and political ties between states. Furthermore, Central Asian countries have wonderful opportunity of exploiting their unique cultural and historical heritage, which form the basis of the main resources for the development of tourism. For example, Uzbekistan has more than 4,000 historical and cultural monuments, of which 140 are included in the UNESCO World Heritage List. Routes of the Silk Road on the territory of the country are also part of the potential attractions for international tourists (Binkhorst & Den Dekker, 2009).

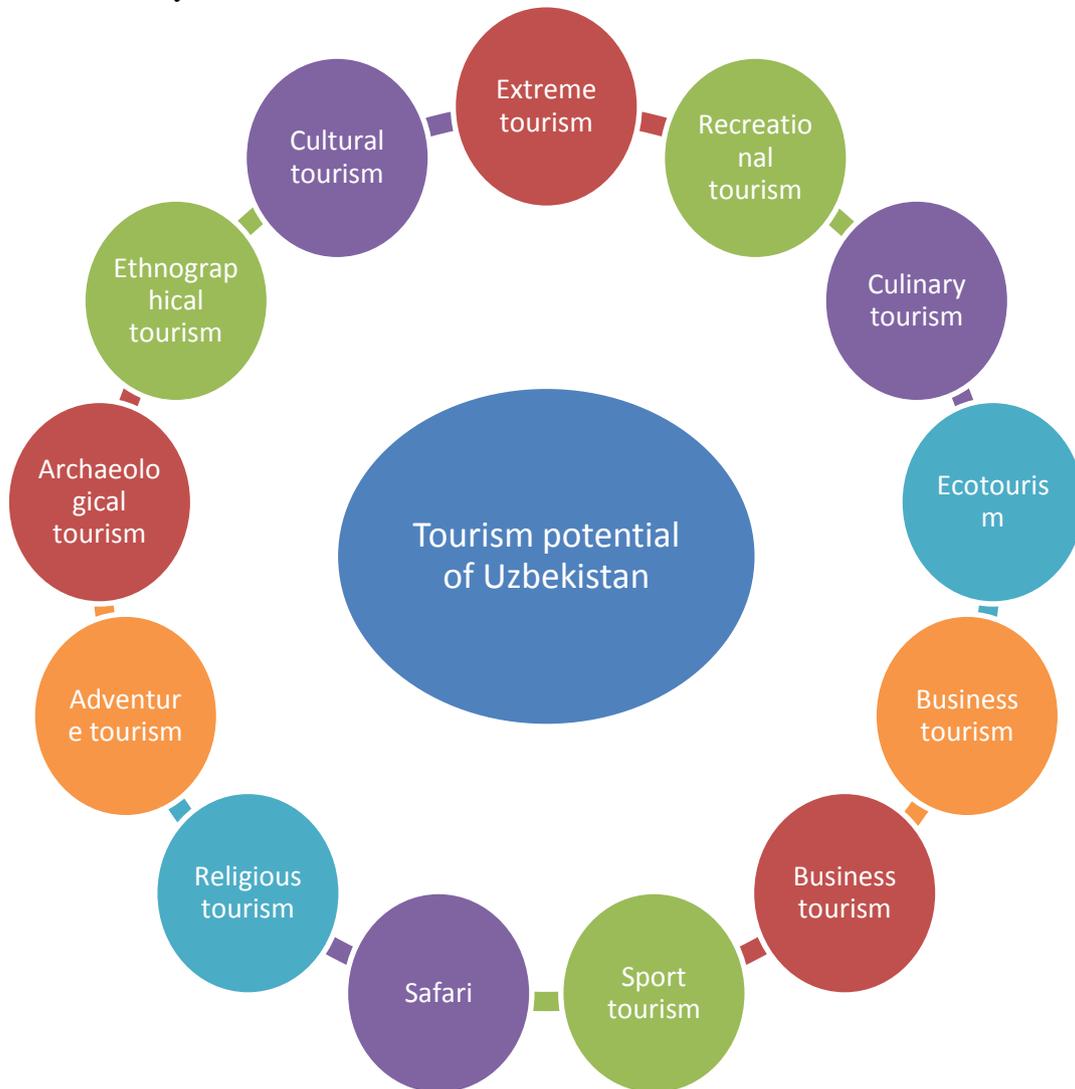
Acclaimed as the “greatest route in the history of mankind”, the ancient Silk Road formed the first bridge between the East and West and was an important trade facilitator between ancient empires of China, India, Persia and Rome. Dating back to 200 BC, the route was a channel for contact between people and cultures, inspiring the exchange of dialogue, art, religion, ideas and technology. With its richly diverse cultural heritage and its wealth of natural tourism attractions spanning across 12,000 kilometres of ancient routes, the Silk Road today offers visitors the opportunity to experience a unique network of destinations, following the footsteps of some of the world’s most acclaimed explorers such as Alexander the Great and Marco Polo.

It is noticeable that, in 1993, Uzbekistan joined the World Tourism Organization (WTO). Subsequently in 1994, the WTO meeting held in Samarkand, and “Samarkand declaration” was adopted on tourism in 1999. “Khiva declaration”, which supported by UNWTO, UNESO and the Council of Europe, calls upon the countries of Central Asia to preserve their cultural and natural heritage. Moreover, The Bukhara Declaration in 2002 stresses the benefits of sustainable tourism and outlines specific steps to stimulate cultural and ecological tourism to Silk Road destinations. Additional issues include an invitation to local and international stakeholders to invest in Silk Road tourism and the endorsement of Uzbekistan’s offer to host a Silk Road Support Office in Samarkand that began operations office of the World Tourism Organization to promote tourism along the Silk Road in 2004 (‘Declarations UNWTO Silk Road Programme’, 2014).

The World Tourism Organizations and other World Heritage Institutions like UNESCO, ICOMOS and UCL have conducted ground and breaking research into Silk Road’s sides and routes as a part of the transitional Silk Roads World Heritage Serial Nomination project. The role of this project has involved unprecedented collaboration among fifteen State Parties. The project focus on specific Silk Road Heritage Corridors crossing Kazakhstan , Kyrgyzstan and China and another one between Tajikistan and Uzbekistan.(‘UNWTO Silk Road Programme’, 2013)

The collaboration of World Tourism Organization (UNWTO) and the Government of Uzbekistan continued on 8-9 October 2010 when a conference was held with the presence of delegates from over 25 countries in the historic “Registan” Square that (Samarkand). In the conference, there was a debate of the key issues relating to the development of tourism along the Silk Road (‘Fifth International Meeting on the Silk Road’, 2014).

Excepting Silk Road tourism destination, Central Asia possesses tourism attractions and resources, there is potential for the development of different types of tourism products. As a main part of tourism packages, following types of tourism are well known among tourism suppliers in country:



### **3. 2. Event management, Case of Navruz in Uzbekistan**

First of all, it must be for its wisdom that has come to our days from the depth of the centuries. Because history of this holiday goes deep into the ancient history of humanity, to the times when the farming and cults related to it appeared. On this very day, 21 March, when daytime and night are equal, a new solar cycle begins as well as a new astronomical year; thus, consequently the law of renewal enters its strength. That is why Navruz for Turkic and Iranian people is the same as the New Year for western part of the world. Later, during the Akhemenids (6-4 centuries B.C.), Navruz received an official status shifting from a farming ritual to a Zoroastrian holiday and was tied to a cult of Sun and Zaratustra (Kemal Kantarci et al., 2014; Xu, 2013).

Today Navruz is a national holiday and one of the main Uzbek national traditions and it is full of ancient unique rituals and beautiful customs like in ancient times.

The main mystery happens on the night of March 21. It is time for preparation of the main ceremonial meal from germinated wheat: sumalak. The whole mahalla, mostly women, gather near the huge pot: sit in a circle, sing songs, have fun, each of them waits for their turn to stir the sumalak. In the morning, still warm sumalak is handed out to neighbors, relatives and friends. Tasting the sumalak it is necessary to make a wish, which, the locals say, will come true (Akimov & Dollery, 2009). The birthplace of Navruz is Khorasan (northeast of Iran) and it is more than 3000 years, with the time it has spread to the neighboring states of the West Asia and Central Asia. And the holiday did not appear just because, but exclusively according to the rules of nature (Navruz-Zoda & Ibragimov, 2015).

Navruz generally is very tightly connected with new hopes and expectations. Therefore, on this day it is used to forgive even the worst enemies, not to quarrel, to help weak and poor people. People believe that all of this will lure the success in your house.

Another good sign of the holiday is to entertain. Hostesses fry special patties with greenery, cook nishala, a sweet dessert made of egg whites, whipped with sugar and scented roots of herbs, bake puff samsa, the fragrant pilaf is steamed in pots and so on. In this way, March 21 the table is plentifully served with delicious meals. Abundance is also a good sign. In each house guests are awaited today: people accept guests and pay visits (Kapiki & Tarikulov, 2014).

### **3. 3. Navruz Recognized by UNESCO**

In the 2009, Navruz was included in the UNESCO Representative List of Intangible Cultural Heritage of Humanity. In 2010, the General Assembly of the United Nations recognized March 21 as International Day of Navruz (BAKHTISHODOVICH et al., 2015).

According to UNESCO is considered as “Navruz marks the New Year and the beginning of spring across a vast geographical area covering, inter alia, Azerbaijan, India, Iran, Kyrgyzstan, Pakistan, Turkey and Uzbekistan”. It is celebrated on 21 March every year, a date originally determined by astronomical calculations. Navruz is associated with various local traditions, such as the evocation of Jamshid, a mythological king of Iran, and numerous tales and legends. [Source: UNESCO]

The rites that accompany the festivity vary from place to place, ranging from leaping over fires and streams in Iran to tightrope walking, leaving lit candles at house doors, traditional games such as horse racing or the traditional wrestling practiced in Kyrgyzstan. Songs and dances are common to almost all the regions, as are semi-sacred family or public meals. Children are the primary beneficiaries of the festivities and take part in a number of activities, such as decorating hard-boiled eggs. Women play a key role in organizing Navruz and passing on its traditions (Hong, 2009).

Navruz promotes the values of peace and solidarity between generations and within families, as well as reconciliation and neighborliness, thus contributing to cultural diversity and friendship among peoples and various communities.

According to UNESCO Navruz was placed on the UNESCO Intangible Heritage list because:

- The element is a celebration consisting of various customs practiced within the family and the entire community, including traditional games, culinary traditions, music,

dance, oral expressions and crafts, and forms a fundamental part of the cultural identity of the communities concerned;

- The inscription of the element on the Representative List would encourage inter- and intercultural dialogue and mutual respect among cultures, while strengthening the transmission of the element to future generations.

#### **4. RECOMMENDATIONS OVER ONLINE EFFECTIVE PROMOTION OF NAVRUZ HOLIDAY. CASE OF SERVICE SUPPLIES, IN THE EXAMPLE OF HOTELS**

Many foreign hotels and travel agencies begin to promote festival offers for 2-3 months in advance before the start of the holidays. For example, the long awaited New Year and Christmas holidays. All people dream to meet these holidays as something magical, unusual. Most hotels in the world, especially Europe and America well take advantage of this moment to start their holiday packages and promotions as early as August (ASSOCIATED, n.d.).

Navruz Celebration is just a good excuse to attract an even greater flow of tourists to Uzbekistan. During this period, guests can see the country's national color of the people of Uzbekistan. The holiday is also interesting that in all areas of the country has a celebration, its own characteristics. Unfortunately, the online pages of any hotel or travel agency in Uzbekistan is still no proposal on the festive celebration of Navruz for foreign tourists ('Chairman of Uzbek Tourism and Turkish Ambassador Discuss Cooperation in Tourism - Economy - UzReport.uz', 2015.).

Nonetheless those hoteliers who decided on the eve of the holidays, that in their hotel all the same would be a holiday, there is still a chance to attract new visitors and get additional revenue during the holiday season. Search Engine Land Google has published a report, which says that more than 50% of travelers in anticipation of the holidays are spending more time searching for the best deals before making reservations (Brunner, Rudolph, & Schmid, n.d.; Hjalager, 2010).

According to the analytics service Click Z - 51% of travelers book their hotel for about 30 days before the trip. Comparing these data, we can conclude that January and February are the best time for the online promotion of the spring, the holiday offers in honor of Navruz. We propose to use the following key recommendations for effective online promotion of holiday deals.

##### **4. 1. Developing a marketing plan**

First of all, hotels need to develop a marketing plan for a holiday and to determine the strategy of the holiday, which should include a:

- Creating a festive content and offers on the hotel website. Information about the celebrations, festivals and popular festive entertainment in the area could become a generator of demand for hotel services.
- The implementation of off-page strategies (outside the hotel site). Holiday promotions and offers must be present in all channels, which you can use to promote your hotel or travel agency. (TripAdvisor, social networking, location-based services, e-mail, etc.).
- Determine the most effective channels to find and attract the hotel's target audience.
- Promotion Holiday Hotel offers via contextual advertising and remarketing.

- Analysis and correction of holiday offers and promotion methods.

Hoteliers need to build on the site a seasonal calendar of events or special sections of "Where to go", "What to do" with information about interesting celebrations that take place in the area.

Having this information readily available on the site, we can show the guests that the hotel is located in the center of the interesting and exciting holiday events not to be missed. Therefore, visitors to the hotel will not spend much time searching for different options before booking and opt for the hotel's offer, having everything in one place - and a great vacation, and a number of entertainment.

Necessarily it is necessary to negotiate with the organizers of popular events for cross-marketing, to make sure that they will make a link to the hotel website, especially if they have a special section with offers of hotels or embedded widget online booking.

When creating events section, you can add the possibility to share every event or a hint on the social networks. This hotel is to increase coverage among the target audience and increase overall social activity of the hotel.

#### **4. 2. Publication of information about the holiday events in the hotel's blog**

If the site of the hotel is not "Where to go" sections "What to do" and there is no way to create a calendar of events, you can place the information in a festive hospitality blog. If you have a blog, just right now it will be able to create it. The main thing is do not write about yourself, and that the interest of potential guests. It is necessary to gather preliminary information on what is happening during the celebration of Nowruz in the area and tell all entries. You can play the role of a local expert, encouraging guests to do better during the holidays, some shops choose to holiday shopping, what sights to see and how to get it, where to go with children, where the festivities, etc. (Devesa, Laguna, & Palacios, 2010; Kantarci, 2007; Kim, 2011).

To promote the hotel's offerings through event tourism perfect landing page (landing page), dedicated to the festive events. Most potential guests interested not just accommodation and cultural program and positive emotions. By combining a holiday hotel offer a popular event in the area on one page of the hotel is much more likely to stay. The difference this page of the blog and events calendar in that it is created for a specific event and advances in thematic holiday requests for a certain length of time (Cracolici & Nijkamp, 2009; Masterman, 2014).

After the event, it is not necessary to remove this page, as it attains a certain weight in the search engines and can be useful to the hotel next year. It is enough to stop the advance and in anticipation of the following events to update basic information and availability.

Almost all interested in holiday offers, so if the hotel's website is not celebratory actions and section with special offers, we strongly recommend thinking about their creation. For example, if the hotel offers a free shuttle to the nearest shopping center, you can create a package holiday shopping, focused on the female audience (e.g. mothers with young children, or friends) who want to make holiday purchases. You can also analyze the current offers and adapt them to the festive season.

Thus, if the hotel and so offers a package with shopping, you need to add some festive language to describe it - and it is much more like the visitors who book a room for the duration of the holidays.

If the hotel has a SPA-center, you can create a proposal involving the festive season and SPA. Adding packages targeted at a certain season or holiday, the hotel will create the illusion that these offers are only available in a limited period of time, which means that potential visitors are more likely to want to order them.

#### **4. 3. Dissemination of information about holiday hotel offers**

Most potential guests may never learn about the seasonal offerings of the hotel if the hotel does not make this information available through all channels available online.

We present 5 ways to inform your target audience about holiday packages and offers:

##### **EFFICIENCY OF EVENT MANAGEMENT. CASE OF UZBEKISTAN**

Share holiday special offers on page in the popular social networks such as (Facebook, Twitter, VKontakte) to them could keep your potential guests, «likes " and distribute to your friends and acquaintances.

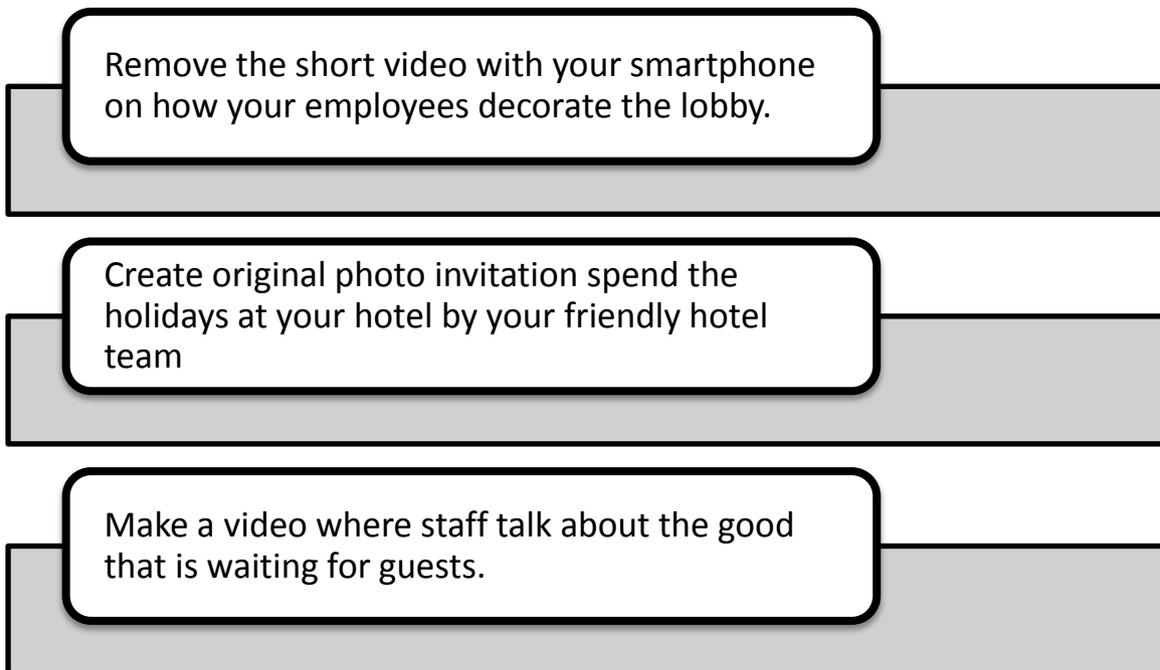
Publish the post for Google+, devoted to the proposal. Tell us about it and provide a link to the page with holiday packages online services of your hotel. Therefore, you will get more traffic for your site, and more on the holiday offer.

In addition to the above, if your hotel has no blog, Google+ page can become an alternative to it, because it has similar functionality. You can post information about all the festive events, local activities and events at the hotel. Despite the low popularity of Google+ in our country, its main advantage - in raising the profile of hotel site for the Google search engine and the impact on the display of information on the results page. All that is published on the Google+ page is considered«dofollow» link to your original post. Therefore, the more your content is distributed on Google, the better it will be indexed.

Use email marketing for the dissemination of information on the holiday offers of your hotel. Talking about holiday packages to their regular guests, do not forget the call to action and motivation. For example, "book this package now and save 15%" or "make an offer until February 15, and will receive a gift certificate for a visit to the theater." Add to mailing promotional codes and vouchers for additional services. The main thing, do not abuse this channel and to submit its proposal only if the guest has agreed to receive your mailings.

Update deals on TripAdvisor website, adding to holiday packages. This is quite a good way to talk about your special offers, the more so that potential visitors often pay attention to them.

The easiest way for the hotel to create a festive mood - decorate accounts on social networks according to themes of the holiday. For example, the cover (cap) - the first thing they see social networking subscribers when they come to the page with the help of the hotel can easily set the tone for a festive mood. It will also help demonstrate to all subscribers that the hotel is already prepared for the holiday season and is looking forward to guests. Hotels are easy to "wrap" your logo in a social network spring flowers, add interesting background cooking dishes or other elements festive paraphernalia. Options and ideas can be a lot, but at first sight should always be evident that something special that just be remembered as subscribers and occasional visitors to the hotel pages. It is necessary to regularly update the content in social networks, upload actual photos of the hotel sets corresponding to the current holidays. This will help potential visitors clearly imagine how great they would be able to spend time in the hotel during the festive season. Here are a few ways to quickly create an interactive and interesting content:

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- Remove the short video with your smartphone on how your employees decorate the lobby.
  - Create original photo invitation spend the holidays at your hotel by your friendly hotel team
  - Make a video where staff talk about the good that is waiting for guests.

The Pinterest hotels can create "boards" holiday-themed, adding photos of events, places of interest and entertainment, popular with locals and tourists. Do not forget about holiday offers and promotions. Ask your subscribers to contribute to the festive "plank" of your hotel, after you make it accessible. People love to share interesting photographs and posting user-generated content in your property profile, you add to it the credibility and attract more people who will share your content, distributing information about the holiday events and offers of your hotel.

If you publish on social networks festive menu and information about the various "domestic" event, which will increase local subscribers to participate in them. As a result, it can lead to an increase in the number of visits to local restaurants and the public, respectively, the growth of revenues from the sale of food and beverages. Here are some ideas on how to stimulate demand in the restaurant with the help of the "right" content:

- Place photos, seasonal cocktails are offered at the restaurant and with their recipes.
- Publication of spring photo menu, gala dinner at the hotel and add a link to your restaurant page for more information.
- Make a short video about the process of creating and testing a festive menu with the chef of the restaurant.
- Upload photos of new seasonal dishes, which you have added to the general menu of the restaurant during spring break.

Please attach the team hotel to the spirit of the holiday and invite to participate in the competition, you will be able to seamlessly migrate to a page of your hotel to Facebook. For example, you can ask the hotel staff to dress up in festive costumes, decorate the office, or decorate a certain part of the hotel, then make a photo report and upload to Facebook in a specially designed album. Then, create a post that you have a competition and you need help subscribers. Ask them to vote with the help of "likes" and comments, as well as to share this news with your friends. These actions will increase the traffic and popularity of your page. Make sure that you set a specific period of competition, understandable system of charging points and clear rules of the competition, to later easily determine the winner and avoid negativity from disgruntled subscribers. Motivate the hotel team to participate in the competition, offering a prize to an employee or team with the most votes in the contest.

It should be updated regularly during the holiday season, information on social networks with the function geo positioning adding tips to interesting places nearby. Hotels can share special discounts, offers and advice about what to do, where a snack or have fun during the holidays close to the hotel With Foursquare, Swarp, TripAdvisor, Facebook Places, Google Places and Twitter. You can create lists of different locations for the holidays with the inclusion of their own hotel or restaurant. You can take a picture of the new festive dessert and talk about it to subscribers through local updates. They will automatically receive information in your stream or after check in. Notify in the news about the holiday party at your hotel or place the photo best dishes for the festive dinner on your chef.

Members will be willing to use the tips, as well as to pass on the hotel's website, if the hotel they provide useful and relevant information. Be sure to tell your subscribers about all the bonuses and holiday promotions. Regular users Foursquare give preference to institutions in which there is a special offer for them.

It is also necessary to inform your employees of all existing shares so that they are always able to help guests to choose or tell us more about the benefits of a specific proposal.

Usually during the *holidays*, travelers are in a festive mood and are actively interested in the internet all that is associated with the pre-training. With the help of marketing campaigns based on pay per click (PPC), the hotel can attract attention and make money on the holiday traffic. If the hotel has an interesting holiday offer or promotion (you can update the old proposal), and the time before the holidays are almost no, contextual advertising will quickly tell them to potential guests.

- a) If you have already created advertising campaigns in Google AdWords or Yandex, actualize the existing offers or create a new ad group associated with the holiday offers and promotions in your hotel.
- b) Do not forget to add the popular holiday words in your ad text. Use the maximum available number of characters in the ad. Too short text ads cause distrust users.

- c) Learn and follow your competitors' advertising. Test different versions of the texts, talks about the benefits of your holiday offers, try to stand out from other hotels.
- d) The text ads must not only respond to the user's request, furthermore, it also needs to push the action. Use the ad text words such as "book", "view", "order", "to get a discount," and so forth.
- e) Remember that links ads should not lead to the home page of hotel site, as the site "landing" of traffic from contextual advertising is better to use landing pages with useful content, relevant user request.
- f) Test different versions of your landing pages, keywords, ad text, and images of different holidays, constantly optimize bids to maximize the ROI, daily keep abreast of their contextual campaigns - and it is sure to be successful.
- g) You can also create a special banner with festive offer your property for remarketing and display campaigns. It is desirable to design it in a similar style to the other hotel of your marketing message.

Motivating visitors to share # Selfies is most people like to share the best moments of relaxation or adventures while traveling using the Self, so it is possible to adopt and help their guests to disseminate information about the hotel. Encourage guests to be photographed on a background of festive decorations or original installation at the hotel. Do not forget to post in a visible place a list of holidays and hotel hashtags to their visitors added to their photographs and actively disseminate information about the hotel in social networks and blogs. For example, it may be hashtags #holidaynavruz, #happyholidays, - be creative. Hashtags create your own and share them with the ambassadors of your brand - your satisfied guests of the hotel.

Consider these recommendations and determine which ones could quickly integrate into the holiday marketing strategy of their hotel. Use all the features of the holiday season, to increase the load of your hotel and get more profit.

## **5. CONCLUSION**

As tourism stimulates infrastructure development of the country, has a strong multiplication effect and helps diversify the economy, supports local culture, crafts, and environmental protection, it is actual for the Republic of Uzbekistan with its transitional economy, moreover it is important, as Uzbekistan is a country with vast capabilities in tourism. The travel and tourism industry is a leading export industry in worldwide, Central Asian counties could contribute considerable as well. Moreover, with vast underused capabilities in tourism and diversity of tourist attractions represent the potential of tourism in these tourism destinations. Location of the area, corridors on the Great Silk Road, with cities, which were main points of trade, make destination attractive one for the flow of tourists globally. In briefly, Uzbekistan has great potential of tourism deployment as whole. Established policies and conducted measurements in counties have made already its results. Upcoming diversifications and modernizations in the industry may contribute exponentially for the economies of the Central Asian counties.

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